



Date: August 15, 2008

To: City Manager for Council Action

From: Director of Planning and Inspection

Subject: Adopt the El Camino Real Corridor Development Guidelines, Check Sheet and Map (Collectively "El Camino Real Corridor Development Guidelines") and Consider the Grand Boulevard Initiative and Guiding Principles as Part of the City's Comprehensive General Plan Update

EXECUTIVE SUMMARY:

The El Camino Real Corridor Development Guidelines (previously referenced as the Grand Boulevard Initiative) were to be considered by the City Council at its meetings of February 5th and 12th, 2008. The item was withdrawn from the City Council agenda by the request of a member of the public. The City Council referred the item to the Historical and Landmarks Commission and the Planning Commission for recommendation prior to formal Council action.

The Grand Boulevard Initiative (GBI) is a collaboration of 19 cities, the Counties of San Mateo and Santa Clara, local and regional agencies, private business, labor and environmental organizations joined to improve the performance, safety, and aesthetics of Highway 82 on the Peninsula from Daly City to downtown San Jose. This economic development initiative encompasses 43 miles of El Camino Real from its northern end in Daly City, where it is known as Mission Street, to its southern end in San Jose near the Diridon Station, where it is known as The Alameda. The Initiative does not supersede local planning and land use policies.

At the Historical and Landmarks Commission, public comments received noted concerns over the "Planning Area", a one-quarter mile boundary along both sides of El Camino Real. Within the Old Quad and elsewhere along the El Camino Real, the main concern was that established residential neighborhoods which lie within the one-quarter mile area would be impacted by development. There were concerns that the Grand Boulevard Guiding Principles would be used to promote projects even where quality of living for residences would be impacted. The Planning Commission also heard similar comments as that of the Historical and Landmarks Commission. The Planning Commission asked staff to consider the Initiative with the General Plan Update and to provide additional information on opportunities to protect the residential and historical areas along the El Camino Real corridor.

Based upon the input received on the Grand Boulevard Initiative and the attached correspondences, staff returned to the Planning Commission with a proposal that the GBI be referred to the General Plan Update for consideration in the context of the City's comprehensive review of land use and development policies. The Commission also recommended that, in the interim, development along the El Camino Real Corridor be reviewed using guidelines and a check sheet tailored to reflect the unique needs and interests of the City of Santa Clara. The attached "El Camino Real Corridor Development Guidelines," "El Camino Real Corridor Development Guidelines Check Sheet" and "El Camino Real Corridor Map" reflect many of the principles

included in the Grand Boulevard Initiative and constitute the City's proposal for an interim evaluation tool. The Planning Commission added a development guideline category addressing the need to communicate with the community early in the development review process.

While more detail of the three components of the proposed El Camino Real Corridor Development Guidelines is provided in the attachments to this report, the following is a summary of each:

1. "El Camino Real Corridor Development Guidelines" - This is a statement of the purpose, applicability and use of the guidelines. These guidelines are advisory only and do not take precedence over any existing, adopted City policies or ordinances.
2. "El Camino Real Corridor Development Guidelines Check Sheet" - This is the evaluation tool proposed for inclusion in the City's development review process, with the resulting information forwarded to the Planning Commission and City Council in conjunction with project staff reports.
3. "El Camino Real Corridor Map" - The map identifies the properties for which a check sheet should be completed as part of the application process for development along the El Camino Real.

Basically, this tool is intended to provide information for the Planning Commission and City Council in their review of individual development applications. Similar to the City's Green Check Sheet, this tool is not envisioned as a policy document that requires the implementation of specific project design or standards.

ADVANTAGES AND DISADVANTAGES OF ISSUE:

Considering the Grand Boulevard Initiative and Guiding Principles as part of the city's comprehensive General Plan Update now underway would allow time for the City to better address citizen and business concerns related to the Grand Boulevard Initiative. In the interim, the adoption of the El Camino Real Corridor Development Guidelines will provide information for the Planning Commission and City Council in the review of individual development applications.

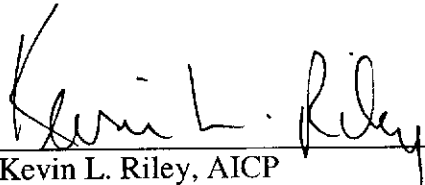
The identified action measures by the City are supportive of the Grand Boulevard Initiative, and the City will be recognized as one of the cities collaborating in the overall effort to guide development along the El Camino Real Corridor.

ECONOMIC/FISCAL IMPACT:

There is no direct fiscal or economic impact associated with this action. However, the City may be eligible for planning grant funding and for later capital funding as the GBI project is further developed at the regional level.

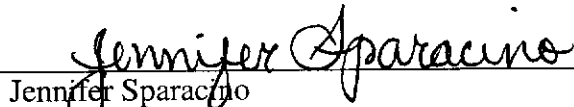
RECOMMENDATION:

That the Council adopt the El Camino Real ^{corridor} development guidelines, check sheet, and map (collectively the "El Camino Real Corridor Development Guidelines"), and that the City Council consider the Grand Boulevard Initiative and Guiding Principles as part of the City's comprehensive General Plan update.



Kevin L. Riley, AICP
Director of Planning and Inspection

APPROVED:



Jennifer Sparacino
City Manager

Documents Related to this Report:

- 1) El Camino Real Corridor Development Guidelines
- 2) El Camino Real Corridor Development Guidelines Check Sheet
- 3) El Camino Real Corridor Map
- 4) Planning Commission 03/12/2008 & 07/23/2008 Summary of Discussion (Minutes)
- 5) Historical & Landmarks Commission 04/03/2008 Summary of Discussion (Minutes)
- 6) Correspondence as of July 23, 2008 Meeting

El Camino Real Corridor Development Guidelines

Santa Clara's Vision for the El Camino Real

"El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities and neighborhoods that promote walking and transit and an improved and meaningful quality of life."

El Camino Real Corridor Challenge

El Camino Real is shaped by all the cities along its length with potential for housing and urban development, balancing the need for cars and parking with viable options for transit, walking and biking. Stretching from Daly City to San Jose, the vision is of a boulevard that connects communities by a mix of land uses designed to attract people. The City of Santa Clara's challenge is to protect existing neighborhoods and promote high quality building designs and diverse land uses while preserving historic buildings and places, and enhancing our economic and cultural diversity, with the broad involvement of residents, workers and local businesses. Rail stations and bus facilities are valued not only as vital transportation services, but as public gathering places and assets. Roadway improvements will be context sensitive while continuing to meet the need to move people and commerce and preserve environmental resources. Above all, change will recognize and incorporate our history and create a sense of community.

El Camino Real Corridor Development Guidelines

"The Development Guidelines are designed to be applied within a context-sensitive manner, respecting neighborhood concerns and issues."

The El Camino Real Corridor Development Guidelines Check Sheet is to be applied to properties with frontage along the El Camino Real in the City of Santa Clara. The El Camino Real Corridor Map denotes the properties that are subject to evaluation using these development guidelines.

The check sheet contains various enabling strategies for the evaluation of local development projects. These strategies are general in nature to assure maximum flexibility while ensuring consistency in vision to promote livability, economic vitality and sustainability along the corridor. These strategies, which span a number of subject areas, are proposed for consideration in the City's comprehensive General Plan Update now underway. Many of these strategies embrace current policy and practice and, in fact, some projects already approved by the City along El Camino Real reflect certain elements of the strategies. As an interim measure, however, the development guidelines can be used to identify and evaluate the applicability of strategies for specific development projects. The guidelines are advisory only and are not intended to commit the City to any particular future action. Existing adopted plans and policies for the City of Santa Clara will take precedence over these guidelines in the review of individual development proposals.

El Camino Real Corridor Development Evaluation

"The City's guide to land-use controls over the El Camino Real Corridor."

The El Camino Real Corridor Development Guidelines Check Sheet will be included as background information on projects before the City for land use approval. Please note that the completed check sheet will be included in reports to the Planning Commission and City Council for consideration.

Attachment 2

EL CAMINO REAL CORRIDOR

Development Guidelines Check Sheet

PROJECT NAME:	PROJECT LOCATION:
PROJECT DESCRIPTION:	

EVALUATION INSTRUCTIONS:

Your project will be evaluated based on its level of compliance with the Development Guidelines. Please fill out the relevant information for your project in each "Project Information" box. If you feel that a certain Guideline is not applicable to your project please clearly state and provide a justification for your claim in the "Project Information" box. If the compliance of a project with a development guideline is dependent upon a proximate development or amenity, e.g., a nearby public park, please submit supporting documentation.

KEY:

Development Guidelines	Compliance
• Potential Strategies	Project Information

1. Target housing and job growth in strategic areas along the corridor	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Does the project incorporate existing land use policies? Does the project comply with City goals to encourage more housing and business opportunities, with a greater range of affordability and choices, exemplifying high-quality architecture and urban design? Does this project preserve significant buildings? Does this project seek or require incentives for implementation? 	Project Information

2. Encourage compact mixed-use development and high-quality urban design and construction	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Is the project in compliance with the City's Design Guidelines? Does this project include housing, if not is there an opportunity to accommodate housing? Does the project incorporate design-specific elements that address street orientation, facades, parking and setbacks? 	Project Information

EL CAMINO REAL CORRIDOR

Development Guidelines Check Sheet

3. Create a pedestrian-oriented environment and improve streetscapes, ensuring full access to and between public areas and private developments	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Does the project provide an integrated pedestrian environment with wide, continuous sidewalks, landscaping, lighting, and signage, all with human-scale details, with a commitment to maintain those amenities? Do amenities conform to City standards? Are there special provisions in the project to clean and maintain the El Camino Real Corridor streetscape and public spaces? Does the project preserve sightlines between activity areas? Will this project save or create landmarks and signature buildings to shape the street environment to a pedestrian orientation? Will this project repair barriers between activity areas such as discontinuous sidewalks? Will this project reduce street crossing distances? 	Project Information

4. Develop a balanced multimodal corridor to maintain and improve mobility of people and vehicles along the corridor	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Does this project support increased density around transit opportunities? Does the project orient buildings toward transit stops? Are any new transit stops designed for easy passenger loading, unloading and fare payment? Does the project improve signal timing? Does the project implement transit-preferential street treatments such as signal priority, bulb out stops, bus bypass lanes and high occupancy vehicle (HOV)/Bus-only lanes? Does the project include programs to reduce auto trips during congestion periods? 	Project Information

EL CAMINO REAL CORRIDOR

Development Guidelines Check Sheet

5. Manage Parking Assets	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Was trip reduction due to transit considered when designing parking requirements? Does the development use public/public and public/private partnerships to develop multiuse parking structures in strategic locations along the corridor? Does this project have shared parking facilities? Is the project designed with special considerations for parking? Does the project preserve street frontage for active uses by placing parking behind buildings? Does the project use a network of alleys to access parking and/or limit vehicular crossings of sidewalks? Are parking meters or time-limited parking spaces proposed? Were parking requirements reduced as a result of Transportation Demand Management (TDM) strategies? 	Project Information

6. Provide vibrant public spaces and gathering places	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Does the project create public spaces that will stand the test of time and provide lasting value for future generations? Are there public areas designed to attract usage? Does the development orient around existing or new gathering places and/ or transit stations? Does the project include design of public spaces that are functional as well as decorative through the careful use of space and amenities? Does the project include small public spaces and pocket parks? 	Project Information

EL CAMINO REAL CORRIDOR

Development Guidelines Check Sheet

7. Preserve and accentuate unique and desirable community character and the existing quality of life in adjacent neighborhoods	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Is the project design compatible with design elements of adjacent development and neighborhoods? Does the project identify local themes and express them through landscape, architecture and urban design guidelines? Will the project preserve diverse local small businesses and create economic opportunities for their continued presence? 	Project Information

8. Improve safety and public health	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Does the design consider the needs of both autos and pedestrians? Are there parallel access routes where needed to separate pedestrian and bike movements? Does the project provide high-quality pedestrian amenities such as distinct crosswalks, countdown signals and curb ramps? Does the project ensure adequate public and private facilities for disabled individuals? 	Project Information

9. Strengthen pedestrian and bicycle connections with the corridor	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Does the project reduce the distance between corridor crossings to improve connectivity with adjacent neighborhoods where appropriate? Does the project encourage design that provides easy access to the corridor or to cross streets? Does the project provide pedestrian linkages to access parking lots, alleys and neighborhood routes between blocks, including additions to "Safe Route to Schools" paths? 	Project Information

EL CAMINO REAL CORRIDOR

Development Guidelines Check Sheet

10. Pursue environmentally sustainable and economically viable development patterns	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Is the project LEED (leadership in energy and environmental design) certified? Does the project incorporate design, engineering and construction techniques that assist with the management of storm water runoff, preserve soil permeability, and reduce heat island and other negative effects of urban development? Does the project propose cross-jurisdictional revenue sharing that provide mutual benefits to all partners? 	Project Information

11. Communicate with the community early in the development process	Check only one box Compliance: <input type="checkbox"/> Not addressed <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Potential Strategies <ul style="list-style-type: none"> Have community meetings been held? If so, how many? By what means was the neighborhood notified of proposal? What opportunities were provided for community input? Were effects on the neighborhood considered as part of the project? Were changes in response to neighborhood concerns communicated? 	Project Information

Form Prepared by: _____
 Date: _____

City Use Only

Staff Evaluator: _____
Date: _____
Comments: _____

**Planning Commission
March 12, 2008 and July 23, 2008
Summary of Discussion**

16. REFERRALS

File:	The Grand Boulevard Initiative (GBI) Guiding Principles
Location:	The El Camino Real corridor from San Jose to Daly City.
Applicant:	Grand Boulevard Initiative Task Force
Request:	Review the GBI Guiding Principles
Project Planner:	Yen Chen, Associate Planner Daniel Vanwie, Assistant Planner I

Summary of Discussion – March 12, 2008

Mr. Riley reviewed the Grand Boulevard Initiative (GBI) Guiding Principles while noting that City Council had referred the items to the Historical and Landmarks Commission and Planning Commission. He noted this item will be heard by the Historical and Landmarks Commission at their April 3rd meeting.

Mr. Riley stated that the Initiative is a collaboration of 19 cities, San Mateo and Santa Clara County and local and regional agencies united to improve the performance, safety and aesthetics of El Camino Real. Mr. Riley then reviewed staff's findings and recommendations to support the request although the Commission may choose to continue.

In response to a question from Commissioner Sarodi, Mr. Riley stated the General Plan language states "to protect single family neighborhoods" and that the Commission might want to look at deeper commercial properties for development.

Commissioner Fitch stated he would like to further review the Initiative after initial review of the General Plan update. Mr. Riley stated he felt this plan can be further scrutinized with the General Plan update.

Citizen Andy Rattermann stated the plan talks about fundamental change along El Camino Real and the City needs further investigation of the plan. He requested the City receive the full report, have the Chamber of Commerce take a look at the plan and perhaps exclude residential and historic areas.

Don Arnoldy stated he has a problem with the Initiative and that the plan has the potential to destroy the Old Quad and that preservation needs to be strengthened in Santa Clara.

Ms. Zeman stated she agreed with Mr. Rattermann's letter and felt the historical homes were in jeopardy.

Mr. Hosking urged careful site-by-site study and urged caution to be used.

Commissioner Marine stated a Gateway Plan had been adopted on the El Camino Real and that

there had been little progress.

Assistant City Attorney, Tina Wallis stated generally all Commissioners could take part in a general initiative such as this regardless of where they reside. Commissioner Barcells stated Santa Clara should adopt its own guidelines. Commissioner O'Neill stated she saw value in a unified approach, however this Initiative needs to be carefully reviewed.

Commission Recommendation – March 12, 2008

It was moved by Commissioner Marine, seconded by Commissioner Sarodi and unanimously carried to **continue this item for up to 90 days for additional information.**

- | | | |
|------------|-------------------------|--|
| 11. | File: | El Camino Real Corridor Development Guidelines |
| | Location: | Properties with frontage adjacent to El Camino Real in the City of Santa Clara. |
| | Applicant: | City of Santa Clara and Grand Boulevard Initiative Task Force |
| | Request: | Adoption of guidelines, checklist, and a map as an evaluation tool for development along the El Camino Real. |
| | Project Planner: | Yen Chen, Associate Planner |

Summary of Discussion – July 23, 2008

Ms. Painter gave a project description and background of the Grand Boulevard Initiative (GBI), a collaboration of 19 cities. She noted staff is recommending that the Commission recommend the City Council consider the Grand Boulevard Initiative and Guiding Principles as part of the City's comprehensive General Plan update now underway, noting this would allow time for the City to better address citizen and business concerns related to the GBI.

Ms. Painter noted that, in the interim, staff is recommending the Commission recommend the City Council adopt the El Camino Real development guidelines, check sheet, and map, as presented.

A public hearing was held. Doug Hosking asked that the Commission give consideration to the written comments he submitted prior to the commencement of the meeting about the proposed checklist and his concerns for adequate opportunities for community input. Van Langston also expressed concern about public notification. Ms. Painter said that as individual projects come forward, staff is urging developers to communicate with the community early in the process. Commissioner Fitch asked that an 11th item be added to the Development Guidelines Check Sheet to address community meetings and input.

Commission Action - July 23, 2008

It was moved by Commissioner Marine, seconded by Commissioner Champeny and unanimously approved (5-0-2, with Commissioners Barcells and Mayer absent) that the Planning Commission recommend that City Council adopt the El Camino Real development guidelines, check sheet, and map (collectively the "El Camino Real Corridor Development Guidelines"), as presented, with the addition of Item 11 to the check sheet, and that the City Council refer the item to the General Plan update process.

Historical & Landmarks Commission**April 3, 2008****Summary of Discussion.****IX. New Business****A. Presentation and Request for Recommendation for Grand Blvd Initiative (El Camino Real/The Alameda) from San Jose to Daly City.**

Ms. Painter provided a brief introduction, introduced Mr. Vanwie and Mr. Garvey, and noted this would be an analytical tool for the City under the City's General Plan and Zoning Ordinance. It would not change or eliminate land uses. As development proposals come forward to the City, this tool would provide a foundation for analysis that would help the City to coordinate better with other communities along the El Camino Real in working on issues to improve this corridor. The City's General Plan and Zoning Ordinance, along with other adopted plans and policies would still take precedent over this analytical tool.

Mr. Vanwie reviewed the staff report for the Grand Boulevard Initiative (GBI), and then explained how the City might incorporate this concept as a tool for evaluating projects, should the City Council accept this initiative and endorse it. He noted City Council had requested recommendations from the Planning Commission and Historical and Landmarks Commission. Mr. Vanwie explained that this initiative would allow the City to use it in its own manner. The City can also reduce the quarter-mile planning area proposed by the GBI for the El Camino Real corridor.

Ms. Painter reviewed the Grand Boulevard Initiative plan area map for the City, and pointed out the boundaries of those properties to which the City's Grand Boulevard measures would predominantly apply. Most of these properties have street frontage on the El Camino Real and are commercial properties. Ms. Painter noted that the one-quarter mile area shown on either side of the proposed boundaries was included to illustrate the predominant single family neighborhood character of the City along this corridor. She noted that the City's version of the Grand Boulevard Initiative measures would be used to protect existing single family neighborhoods and historic resources.

Mr. Vanwie explained that staff found that the principles are generally consistent with the City of Santa Clara General Plan policies, relevant zoning districts along the El Camino Real and that staff was recommending that the Commission recommend that the City Council adopt a resolution endorsing the Guiding Principles of the Grant Boulevard Initiative.

Mr. Mike Garvey, a former city manager in the bay area with more than 30 years experience in working with state, county and local governments, who is now a representative for the regional Grand Boulevard Initiative, and who works with all of the cities along the El Camino Real Grand Boulevard, then addressed the Commission. Mr. Garvey spoke on how this effort is intended to help address regional problems along the 43.6-mile stretch of the El Camino Real. Mr. Garvey noted that the El Camino Real is the most heavily traveled street on the peninsula in the Bay Area, with the most housing, businesses and transit riders of any street in the area. Along the

northern portion of the peninsula, the El Camino Real serves as a primary link for CalTrain system. He stated that the El Camino Real corridor serves today as a workhorse boulevard, but functions well below its potential and capability in serving the region. Mr. Garvey provided a brief background on the grant funding that SamTrans received for this effort, and the partner agencies involved, including the Santa Clara Valley Transportation Authority. Mr. Garvey noted that Mr. Adam Burger of the VTA(also known as the Congestion Management Agency for Santa Clara County), was also present in the audience to answer any questions.

Mr. Garvey summarized the whole concept of this initiative as being an effort to encourage all of the participating agencies to try to think alike in a certain way to try to deal with the street in a consistent manner, to try to maximize its benefit to all agencies by improving the street without removing any local authority over it.

Mr. Garvey spoke to one of the guiding principles, #7 of the proposed initiative, and noted that the City may identify areas of the El Camino Real it does not want to change. Mr. Garvey noted that the only land use recommendation of the initiative is to encourage transit-oriented development. Mr. Garvey noted that if this effort is not unanimously adopted by all cities in its current form, it would be revised and retooled until unanimous support is obtained. Mr. Garvey noted the half-mile area would bring many more opportunities for grants for those cities that adopt the principles.

Mr. Richards noted that in his reading of this initiative, he only came across one sentence mentioning the protection of historic neighborhoods. Mr. Richards noted this initiative poses potential problems for small business on the El Camino Real, if they must relocate into new buildings. Mr. Richards noted in his reading that this plan would take businesses along the El Camino and bunch them at key nodes and intersections, and put mixed use for residential in-between. He noted that most businesses along the 4-mile stretch of El Camino Real in Santa Clara are currently "mom and pop" businesses that would not survive if pushed into new buildings at high rents. He stated that the City does need to clean up the El Camino and make it look better, but the planning area does not need to include a quarter-mile depth on each side of the boulevard, and should leave the neighborhoods alone. All that is needed is the one-half block on each side of the street. He noted that what is done in San Mateo County does not necessarily need to be done in Santa Clara. He mentioned a recent approval at El Camino Real and Monroe Street in the City, and noted that its approved height at 4-stories is an example of development that will not protect the neighborhoods behind. He noted this initiative would help the developers and not the neighborhoods.

Ms. Painter responded to some of the comments by Commissioner Richards, noting the Commission has the option of modifying any of the proposed principles with its recommendations. Ms. Painter noted the Commission has the option, for example, of limiting the area of the Grand Boulevard Principles to just those areas within the black lines on the map.

Ms. Painter noted that this presentation would also be made to the Planning Commission, and then on to the City Council.

City resident Mr. Don Arnoldy then addressed the Commission with his comments. Mr. Arnoldy

stated that the El Camino Real as a historic main street in California should be a grand boulevard. He noted his concerns about this particular initiative, though, in that it refers to historic structures and not historic blocks. He noted that with a half-mile plan area, this initiative would have the potential to wipe out half of the historic Old Quad. He noted his concerns about what this plan would allow the City to do to itself, not what the plan would do to the City. He noted that today's guiding principles become tomorrow's policies. He stated its not what "they" are making "us"[the City] do; rather, its what "we"[the City] are going to allow "us" to do to "ourselves." He noted that he pictures this becoming a 44-mile long, half-mile wide Santana Row, with buses running down the middle of it. He recommended that the Commission recommend that the City Council not adopt these principles without first strengthening the historical protections for the Old Quad.

Lorie Garcia, Honorary City Historian, then addressed the Commission. Ms. Garcia recalled from several years ago when the City did not adopt Gateway plan ordinances, but instead adopted guidelines. She concurred with Commissioner Richards and Mr. Arnoldy, noting the City already has a lot of impacts that potentially could wipe out a major part of the Old Quad. She noted that ideas like this initiative come up that sound really good, and 50 years ago redevelopment sounded really good, with the potential for grants. She noted her position of caution whenever there are free dollars in the form of grants involved. Without free dollars involved, the City would have more time to plan this out. She noted that going more than one-half block into the neighborhoods from the El Camino Real corridor really bothers her, plus the fact that a major archaeological preserve and archaeologically sensitive area would be impacted by the black line boundaries. She added that El Camino Real between Lafayette Street between The Alameda and Lafayette Street was just recently re-routed and redeveloped. She requested the Commission not to recommend adoption of this. She commented that the conditions of along the El Camino Real in the City are something to be aware of and concerned about, but definitely not something to be adopted for Santa Clara.

Resident Ella Mae Zeman noted her concurrence with the others that these guidelines may impact her neighborhood heavily. She noted she has an old house, with relatively newer ones surrounding her, and does not wish to be squeezed further by five- or six- story high rises because the City needs more density and more people.

Resident Barbara Mordy noted that she lives within one-quarter mile of the El Camino Real, and expressed her concern that the proposed plan area would encroach far into the City's neighborhoods.

Resident Michael Hymes noted that he lives within one-quarter mile of the El Camino Real, and commented that he sees this initiative as a hook to allow for future redevelopment by his home, and noted that he doesn't even want to see guiding principles to rest decisions on.

Resident Cindy Peck noted that she lives on the edge of the one-quarter mile plan area shown on the map. She stated that she is in real estate, and commented that developers will latch onto the proposed guiding principles and guidelines, and use them to apply pressure to redevelop the area.

Resident Kristin Motyka noted that there are historic structures on the El Camino Real – some

residential and some commercial, and commented that these principles conflict with the City's historic preservation efforts.

Commissioner McKee noted his concern with the proposed initiative, and commented that the City should retain its own control.

Commissioner Marinshaw noted that she did not understand how the proposed initiative would interfere with local control.

Motion:

It was moved by Commissioner Richards, seconded by Commissioner Wilson and carried, that the Commission recommend City Council not adopt the Guiding Principles for the Grand Boulevard Initiative, and that the City continue to maintain its own level of local control out of concern for all City neighborhoods, and not just those in the City's historic neighborhoods.

Motion carried by the following vote:

Ayes:	Richards, Wilson, Petersen, McKee, and Boynton
Noes:	Marinshaw
Absent:	Patton

Dear Planning Commission,

The Grand Boulevard Initiative encompasses considerably more than just beautifying the El Camino. It proposes to make significant and fundamental changes in the land use in a 1/2-mile wide strip of land centered along the length of the El Camino Real and The Alameda in eastern Santa Clara.

A seminal change proposed is that retail and commercial development should be located at significant interchanges and transit centers referred to as nodes. This development would be in the form of mixed use incorporating medium to high density residential.

Medium to high-density residential development would replace the current commercial use along the sections of El Camino between these commercial centers. Some of this new residential development would be encouraged to replace existing usage up to a 1/4 of a mile on either side of El Camino.

The development along El Camino Real would be designed to be pedestrian friendly with managed parking to the rear. Parking management schemes would be used throughout the corridor. One of the suggested management schemes is metered parking.

There is a good example of this type of development near us, the buildings on the east side of The Alameda in San Jose between Lenzen and Julian. You can also get a feel for what the plan expects development to look like at the following link.
<http://www.grandboulevard.net/awards/awards.html>. When you look at this development, please note the dense residential development behind the commercial parking element.

In order to concentrate business at natural crossroads, the commercial nodes will need to expand. This expansion would occur in one or more of the quadrants created by the crossroads. Depending on where these development areas are located, it seems inevitable that they will encroach upon many of the existing residential areas nearby. Existing development in Santa Clara along the El Camino Real is relatively shallow in most places.

Unfortunately, it is difficult to get a feel for how the development would look from the existing online reports and staff report. The guiding principles report <http://www.grandboulevard.net/gp/GP.pdf> is probably the best report. It however does not give the concepts behind the terms. There was an excellent PowerPoint presentation given at the Silicon Valley Joint Venture State of the Valley conference. I asked Michael Freeman, the author to post this to the website, which will hopefully happen soon.

I do not want to leave the impression that I oppose this initiative. There are some very good ideas in this proposal. I also believe we should work to find regional solution to problems that affect the South Bay metropolis. I do however have some concerns. The

primary concern centers on how this proposal will affect the existing single-family neighborhoods.

Single-family neighborhoods comprise 25 percent of the planning area; multi-family residential comprises another 17 percent. Much of the existing multifamily is infill development in existing single-family neighborhoods, meaning just under half of the planning area is residential.

I believe single-family neighborhoods are important to our city. They are some of the best environments to raise a family. This plan could encourage high-density development in many of these limited and irreplaceable neighborhoods.

The corridor includes a large share of the historic neighborhoods in Santa Clara. (The Old Quad neighborhood from Benton to El Camino Real, the homes near Hilmar, Park, Circle and Camino) high-density development is particularly damaging to these areas.

I am also a little concerned about what amounts to urban renewal of El Camino. In the 1960's we tried this with disastrous results for the Santa Clara's downtown.

I am also concerned that this initiative has very little public input from Santa Clara residents. Other cities have held public sessions to garner input. For example, Sunnyvale has run public out reach sessions to both residences and businesses in the planning area.

If the principles of the Initiative are adopted and implemented, they will bring fundamental change to Santa Clara. I feel there needs to be more public outreach and more public input into the process before we adopt such overarching principles. As the city staff has painstakingly point out, we will need to take action for these changes to occur. However, by adopting the guiding principles we lay the groundwork for any future planning actions. Without discussion and challenge, the principles will become the de-facto standard when authorizing actions.

The staff report to the City Council stated that adopting these principles is largely symbolic. The report also states that formal adoption of the guiding principles will make the city eligible for planning grant funding. Usually when a grant requires a condition as a prerequisite to funding, it also creates an obligation to comply with the prerequisite condition, in this case the guiding principles for the Grand Boulevard Initiative. No details are provided for the available grants in the staff reports. My concern is that in accepting the grants, we obligate ourselves to comply with the principles we may not agree or understand.

I would like to recommend that the planning commission consider the following recommendations:

- Get a full and more detailed report of how the Grand Boulevard Initiative envisions the development along El Camino. Whereas much of the language in

the guiding principles is broad, it is also vague and difficult to see the vision behind the Initiative.

- Have the Santa Clara Chamber of Commerce hold a public out reach session to businesses along the El Camino to get a sense of the business reaction to the proposal.
- Clarify the grant obligations should the city formally adopt the guiding principles.
- Amend the planning area proposed to eliminate most existing residential areas and the historically sensitive areas in Santa Clara. These can always be added if appropriate after further study and notice to the landowners.
- Eliminate the principle to use metered parking. It is my hope that this never becomes necessary in Santa Clara no less to have it encoded a guiding principle.

I believe you have some time to make your recommendations to council as the Historical and Landmarks Commission will not hear this item until April 6th.

I thank you for your patience in reading what I know is a rather lengthy request. I am uncertain that I can personally attend the meeting as I have some prior commitments. I will try to attend the later part of the meeting. Please feel free to contact me with any questions you may have.

Sincerely

Andrew Ratermann
Resident
1013 Lewis Street
Santa Clara, CA
408 244 4548

The staff report for tonight's agenda item 11 (El Camino Real Corridor Development Guidelines) proposes a checklist to be used for projects along the El Camino corridor. Procedures for development in this corridor will have many complex and intertwined effects on our citizens and neighborhoods. Although I welcome discussion on this topic tonight, I ask the commission to delay any final approval on this agenda item until the community has a real chance to see and comment on the proposed checklist, and to make recommendations for its improvement.

I think many of us agree that much of this work should be done during the General Plan update cycle that is now starting. However, there are major proposals with significant neighborhood impacts, such as the Santa Clara Square one, that may be voted on before those updates can occur. Because of this, I believe it is very important that even the interim guidelines and checklists not be rushed through the approval process, and that citizens have a chance to provide meaningful input to the processes and checklists before they are approved.

I have only had a short time to consider the proposed checklist, but have a number of preliminary thoughts and concerns about it. Some of these are listed below. I'm sure I (and others) will have many other recommendations for making these more meaningful and useful if we are given a chance to do so.

An obvious question for any checklist is how it might have altered past decisions if it had been used for those proposals. If it would not have altered any of them, what purpose does the proposed checklist serve, and how should it be modified to be more useful? No proposal is perfect, but by not being afraid to ask some of the tough questions, I hope that the proposals will improve.

A key factor in any decision re major changes in the El Camino corridor (or for many other sites) should be early, ongoing and meaningful community input. Many of the current opportunities for this input, such as at Planning Commission or City Council meetings, occur far too late in the process to result in meaningful changes. Many citizens are also very frustrated that it is impossible to provide meaningful comments when they are limited to 2 – 4 minutes to make their case. Please give serious consideration to requiring community meetings more in the informal style of the Architectural Review meetings, scheduled starting as early in the development process as possible, so that community concerns about proposed projects can be understood and addressed in a meaningful way.

Having developers grade themselves on compliance with stated goals on the check sheet seems very likely to result in biased answers that may not be in the best interests of the community as a whole. It would seem much fairer to solicit alternate opinions to support/refute developer claims before using the resulting answers.

Attachment 2 refers to "possible points" yet provides no details of any scoring system or how it is to be implemented.

Potential additional check sheet questions to consider:

What other pending projects were considered in this proposal?

What has the developer done to sincerely solicit and listen to community input about the proposal?

Where/when were the details of this proposal announced on the city's web site, quarterly newsletter or electric bill inserts to encourage this input?

What opinions has the community, especially those most affected by the proposal, such as immediately adjacent neighbors, expressed about the proposal?

What concerns have been expressed by citizens about compatibility of the project with the adjacent neighborhood, and how do you plan to address these?

How has this community input affected your proposal?

Parking restrictions along El Camino inherently reduce mitigation possibilities in the event that parking space estimates prove insufficient in the real world. How do you propose to address parking shortages if they occur?

If requesting TMU zoning or related variances, describe the specific forms of mass transit that residents would realistically be likely to use if living at the project site, including route numbers, schedule frequency, distance from project site, etc.

Describe typical commute times from the project site to major Bay area employers and schools (Apple, HP Cupertino, Lockheed Martin, Google, Nvidia, San Jose State, Santa Clara University, ...). Based on that, indicate what percentage of residents are likely to actually use mass transit for daily commuting.

By car:

By bus: (including routes and transfer times, if applicable)

What impacts will pedestrian traffic have on traffic flows in the neighborhood? Are any optimizations, such as pedestrian overpasses or new traffic signals, warranted to smooth these flows?

Describe design tradeoffs and any related negative effects on the community. For example, if parking was pushed to the back of the site to improve pedestrian access and curb appeal along El Camino, what effects does that have regarding the rights of adjacent residents to peaceful enjoyment of their property? How does the proposed design minimize these compatibility impacts?

What specific measures are proposed to minimize undesirable impacts on the existing neighborhoods during construction? For example, use of hydraulic pile drivers to minimize noise impact, scheduling of phases to limit construction duration to a reasonable length, etc.

What types of retail facilities are contemplated, and why? What role did community input play in this decision?

Describe how the proposed project meets the needs of the larger neighborhood.

Describe specific on-site recreational opportunities and the targeted age ranges for each.

Keeping in mind that younger residents may have limited transportation opportunities, describe other recreational opportunities within practical distance, again considering the transportation factor.

Describe how the design permits separation between groups of residents who may have differing goals. For example, the elderly may wish to be able to escape the noise of a busy playground on the site.

These are only some of the things that come to mind after a very brief review of the proposed checklist. Again, I ask that you seriously consider giving the community a chance to influence the process and checklist before it is adopted.

Doug Hosking, 1315 Karmen Ct., (408) 296-2273

CITY OF SANTA CLARA

AGENDA MATERIAL ROUTE SHEET

SUBJECT: El Camero Real Corridor Development Guide lines Council Date: 8/26/08

CERTIFICATION

The proposed Agenda Report
Regarding see above
has been reviewed and is hereby certified.

PUBLICATION REQUIRED:

The attached Notice/Resolution/Ordinance is to be published _____ time(s) at least _____ days before the scheduled meeting/public hearing/bid opening/etc., which is scheduled for _____, 200__.

AUTHORITY SOURCE FOR PUBLICATION REQUIREMENT:

Federal Codes:

Title _____ U.S.C. § _____
(Titles run 1 through 50)

California Codes:

Code _____ § _____
(i.e., Government, Street and Highway, Public Resources)

Federal Regulations:

Title _____ C.F.R. § _____
(Titles run 1 through 50)

California Regulations:

Title _____ California Code of Regulations § _____
(Titles run 1 through 28)

City

City Charter § _____ (i.e., 1310. Public Works Contracts. Notice published at least once at least ten days before bid opening)

City Code § _____

1. As to City Functions, by

Kevin L. Riley
Department Head

2. As to Legality, by

Heleene Hechter
City Attorney's Office / CAO Assignment No 08. 1221

3. As to Environmental
Impact Requirements, by

Kevin L. Riley
Director of Planning and Inspection

4. As to Substance, by

J. Sparacino
City Manager

Revision Date June 7, 2005